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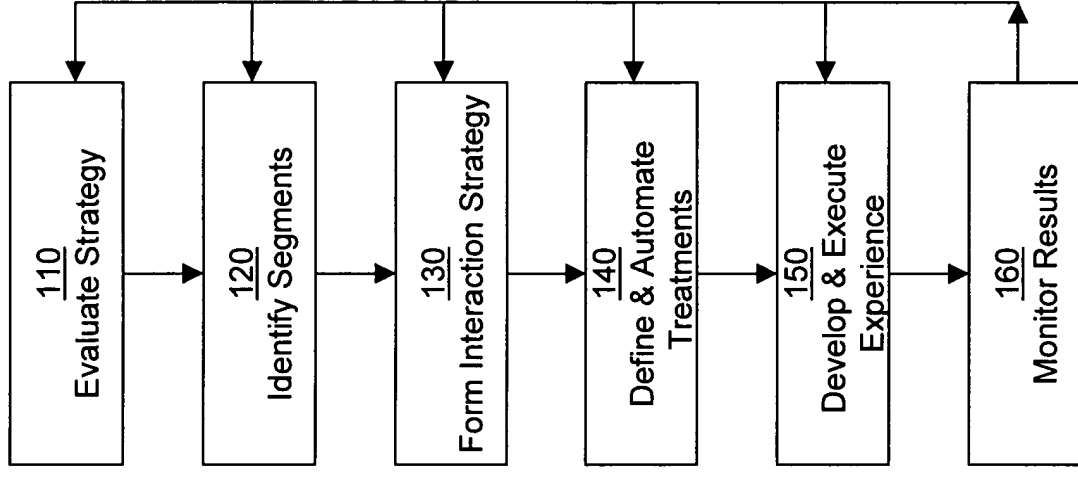
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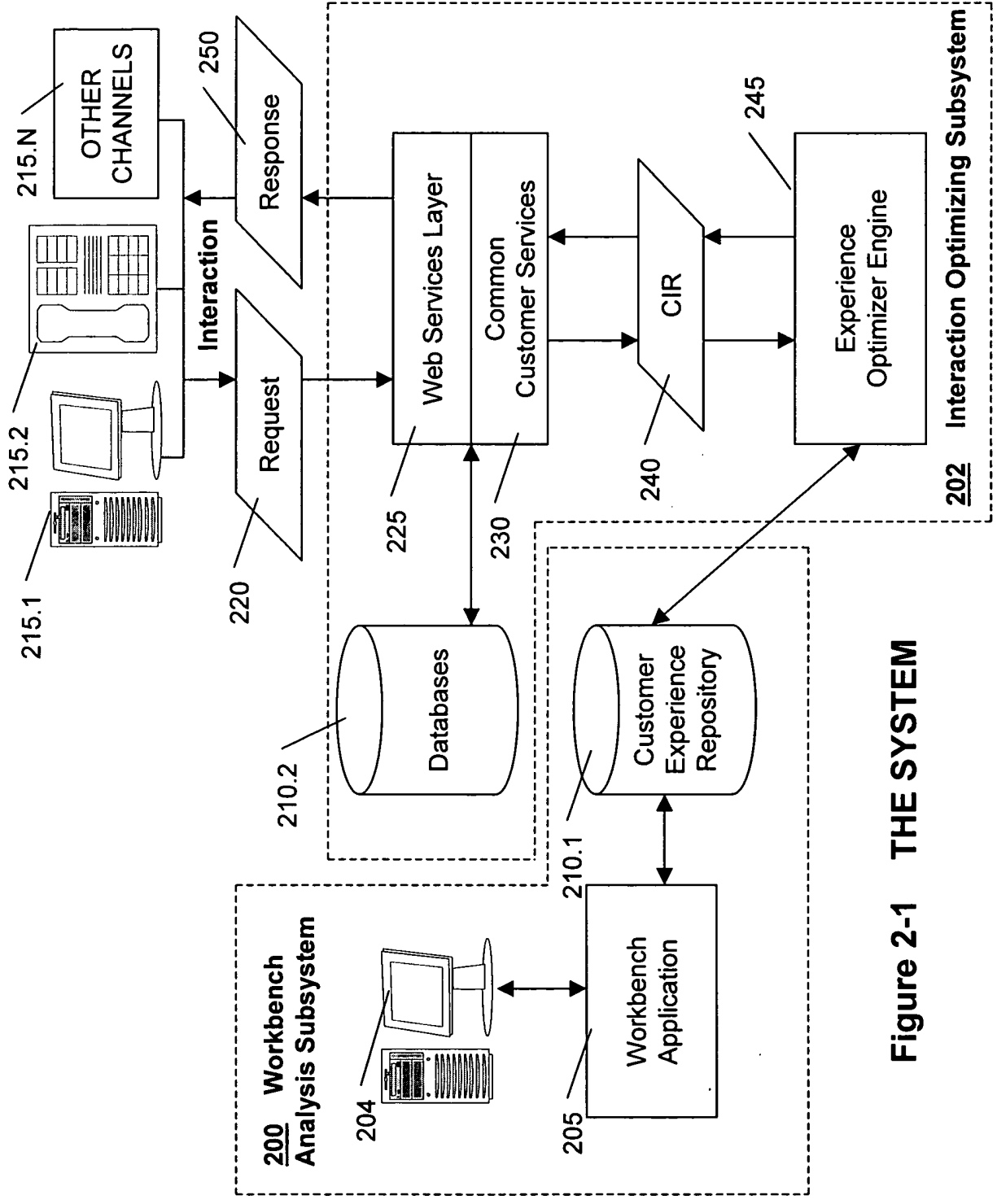
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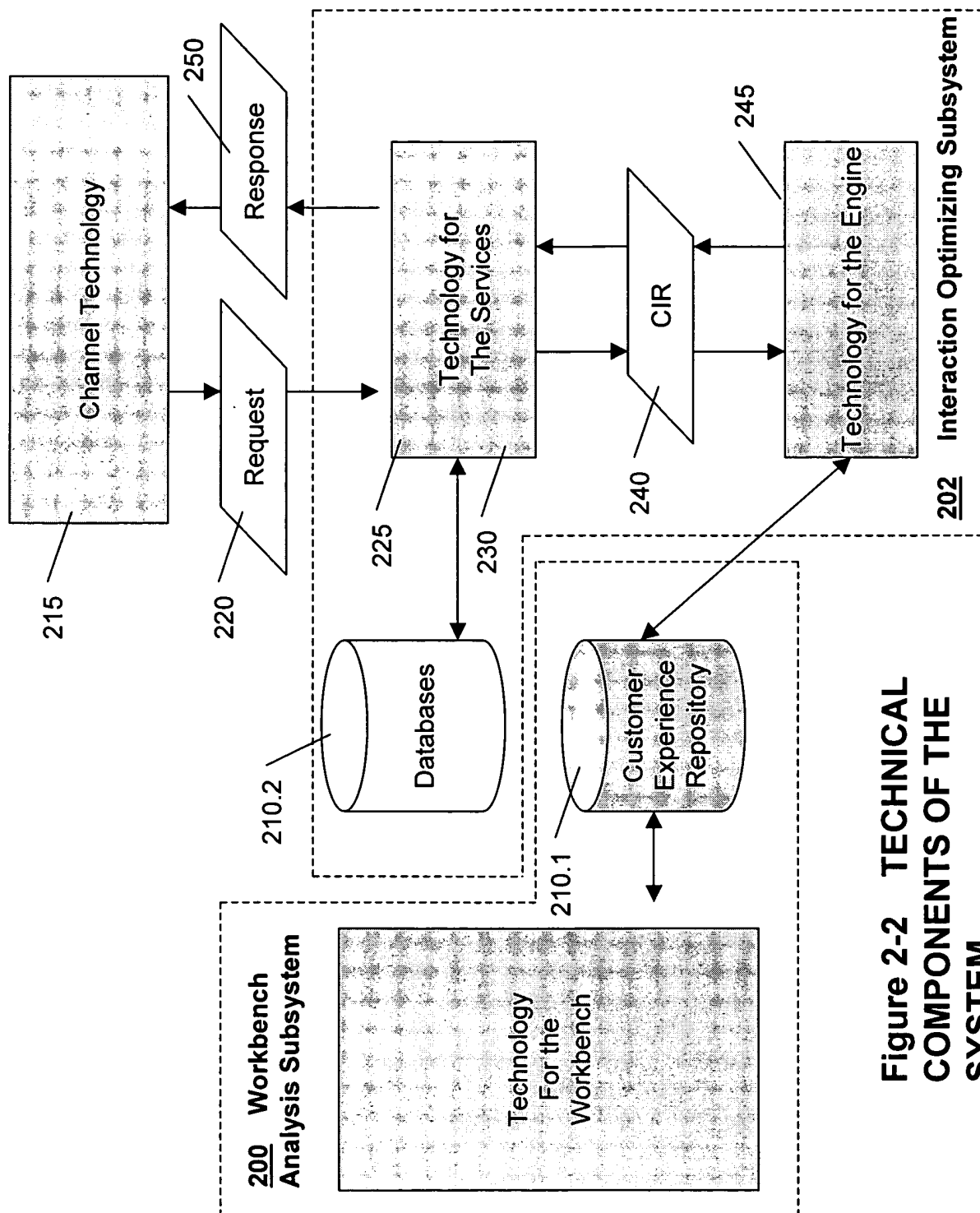
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**Figure 1 THE METHODOLOGY**



**Figure 2-1 THE SYSTEM**



**Figure 2-2 TECHNICAL COMPONENTS OF THE SYSTEM**

## 240 Customer Interaction Record (“CIR”)

246 Real Time Data	Event Data												
	Contact												
242 Batch Data	244 CEP	Treatment N											
		...											
		Treatment B											
		Treatment A											
	Other												
	Trigger Data												
	Overriding Data												
	Account												
	Segment												
	Household												
	Address												
	Contact												
	Customer												

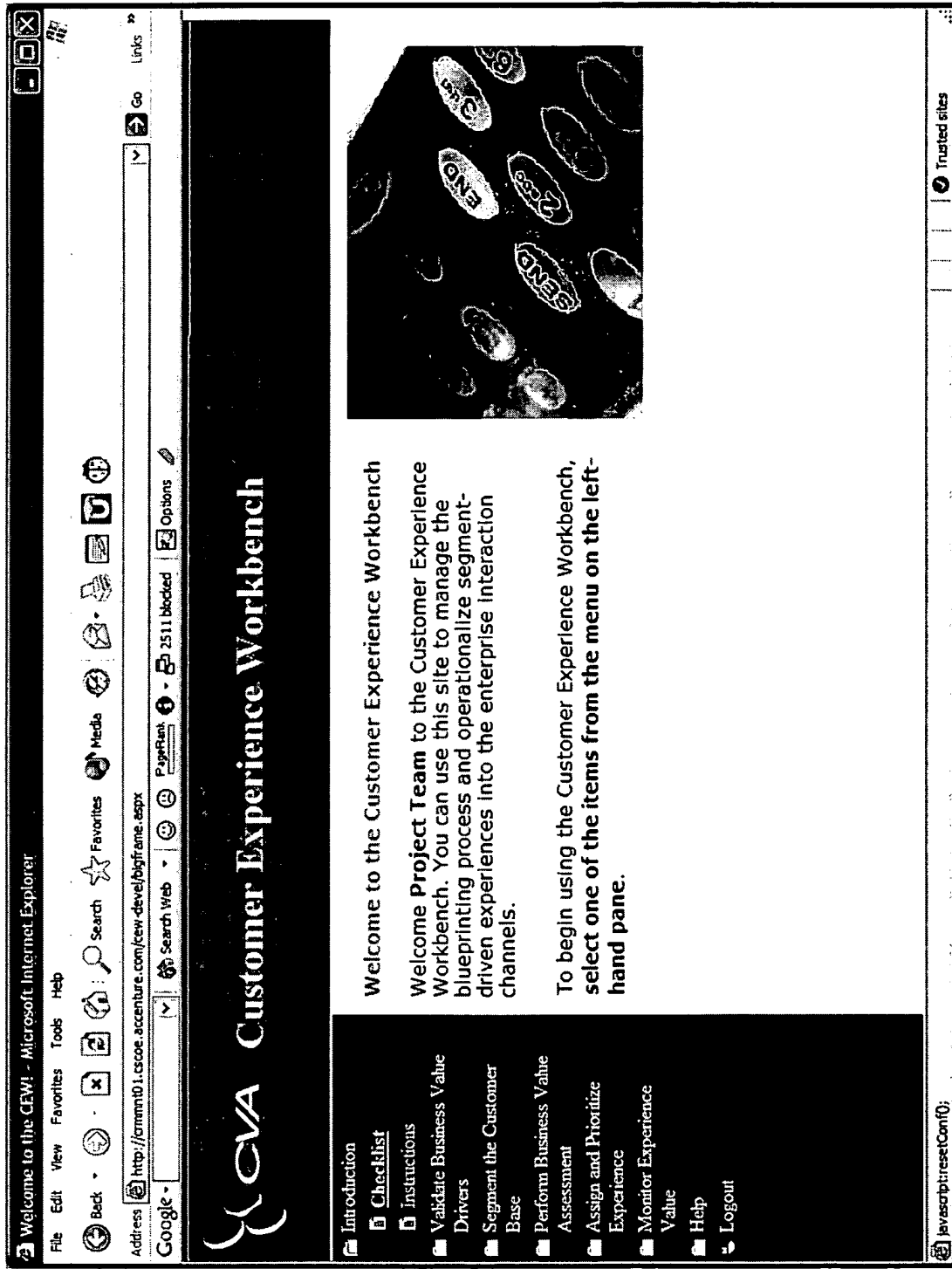


Figure 3-1

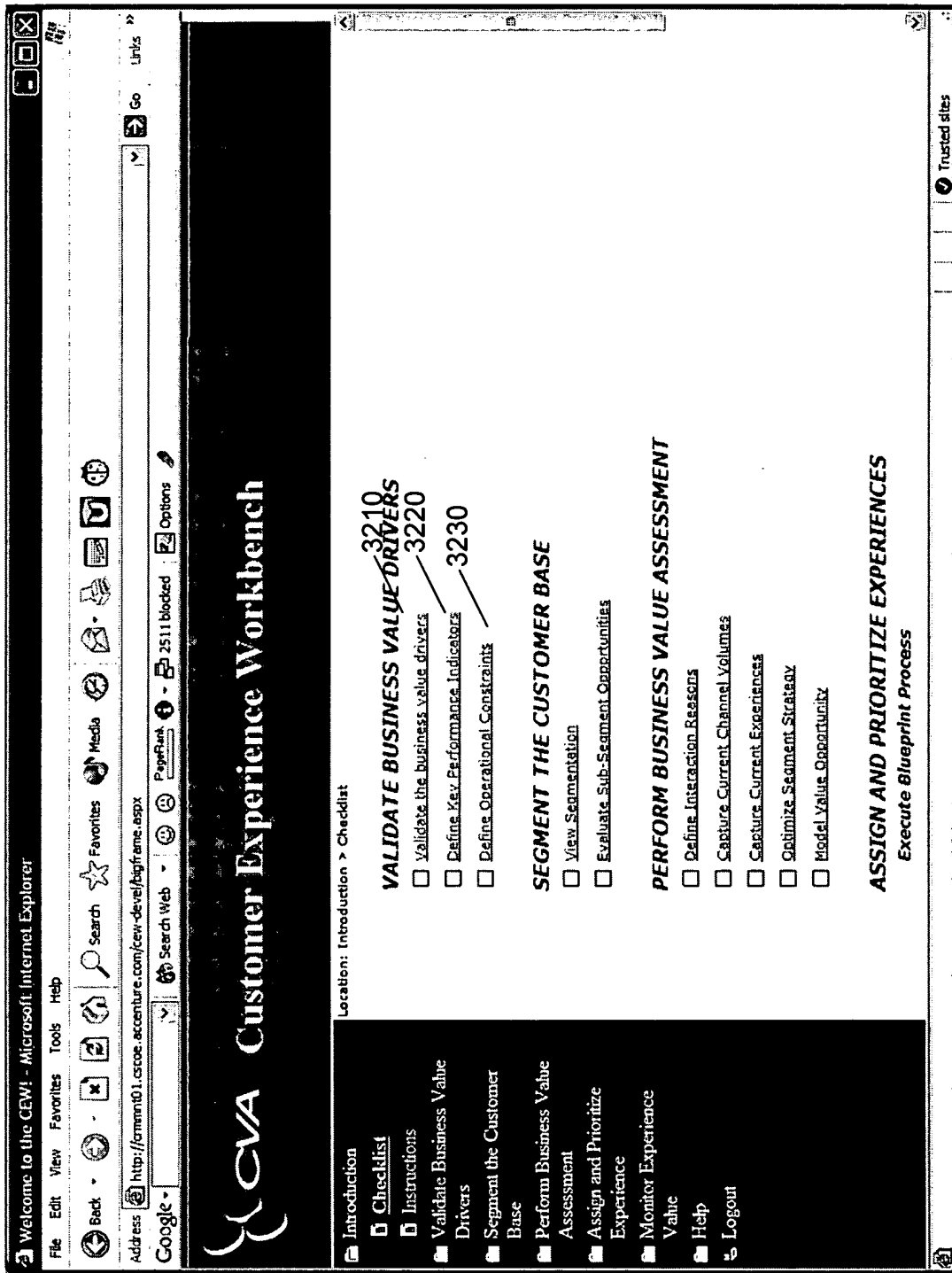


Figure 3-2

Welcome to the CEW! - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Search
Address http://main01.cscoc.accenture.com/new-devel/bgframe.aspx
Google
Search Web
2511 blocked
Options

# CVA Customer Experience Workbench

Introduction
Validate Business Value Drivers
Segment the Customer Base
View Segmentation
Evaluate Sub-Segment Opportunities
Perform Business Value Assessment
Assign and Prioritize Experience
Monitor Experience Value
Help
Logout

Location: Segment the Customer Base > View Segmentation

## Segments Description:

Segment Name <small>View All Profiles</small>	Description
At-Risk Core <small>View Detailed Profile</small>	<ul style="list-style-type: none"> <li>50% of customers represents 1/3 of revenues, 1/3 of all utilization; 60% of all service costs</li> <li>Susceptible to competitors and bargains</li> <li>Low-to-medium utilization, usually below allowance</li> <li>Low DSL ownership</li> </ul>
Budget Managers <small>View Detailed Profile</small>	<ul style="list-style-type: none"> <li>2% of population represents 2% of revenues, 5% of usage</li> <li>Avg. utilization</li> <li>Highest cost-to-serve; higher than average billing inquiries</li> <li>Avg. number of billing adjustments</li> </ul>
Loyal Core <small>View Detailed Profile</small>	<ul style="list-style-type: none"> <li>32% of population, 2nd in longevity</li> <li>Have and average of 1-2 products</li> <li>Below average cost-to-serve</li> <li>2 sub-segments: Web users &amp; non-web users (see "Web Savvy")</li> </ul>

Figure 3-3

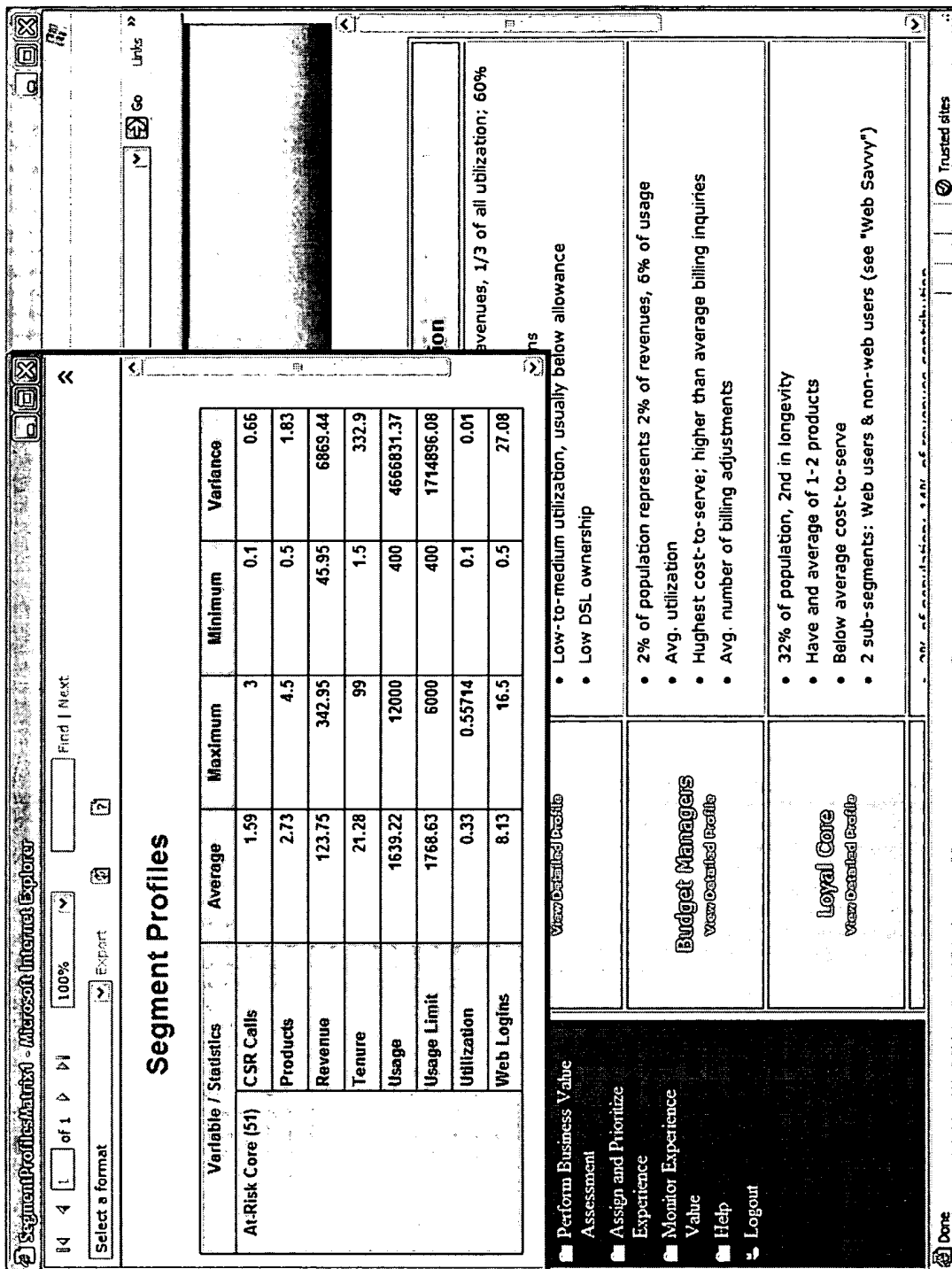


Figure 3-4

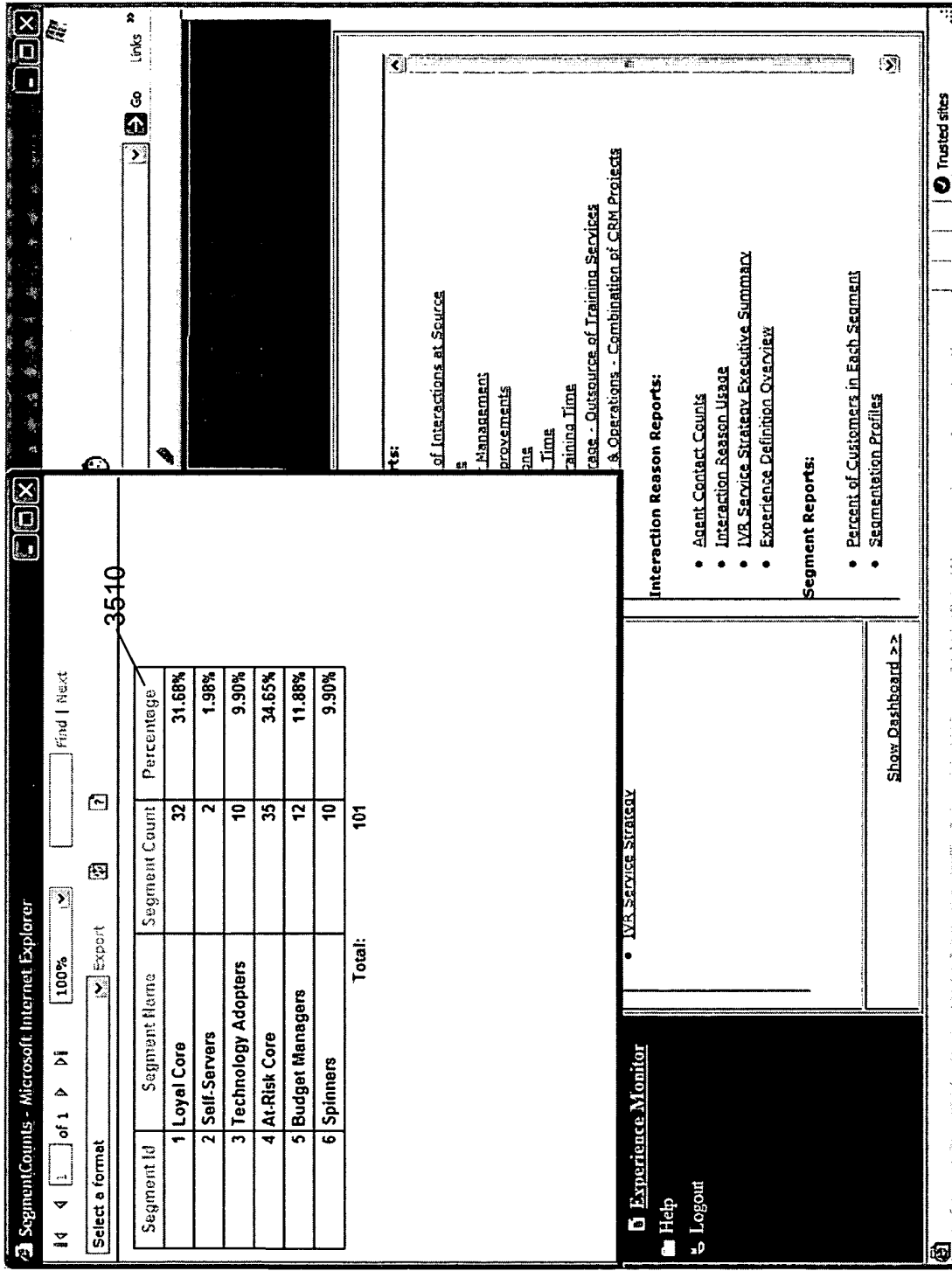
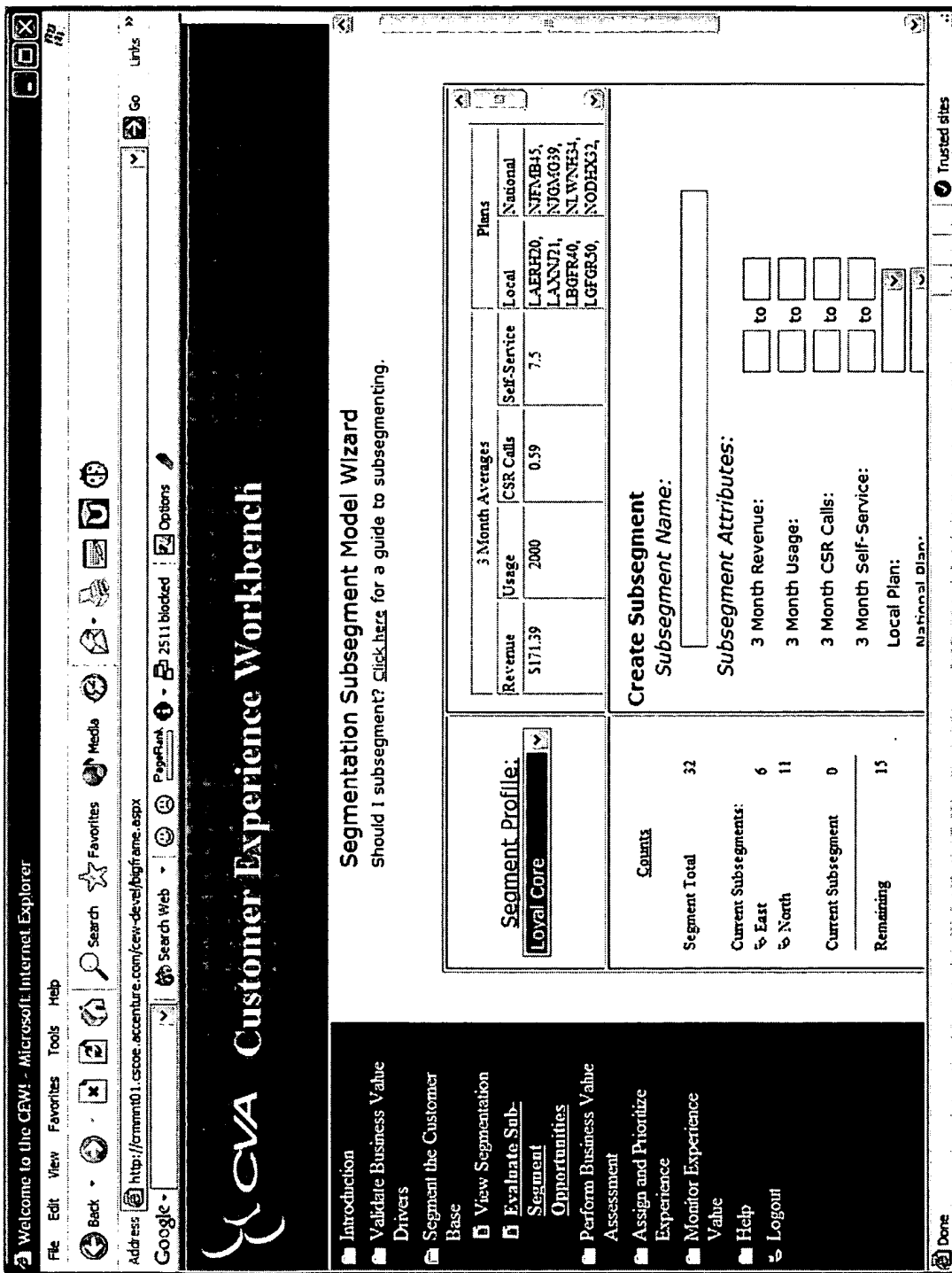
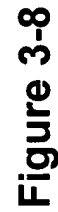


Figure 3-5





### Figure 3-7



### Figure 3-8

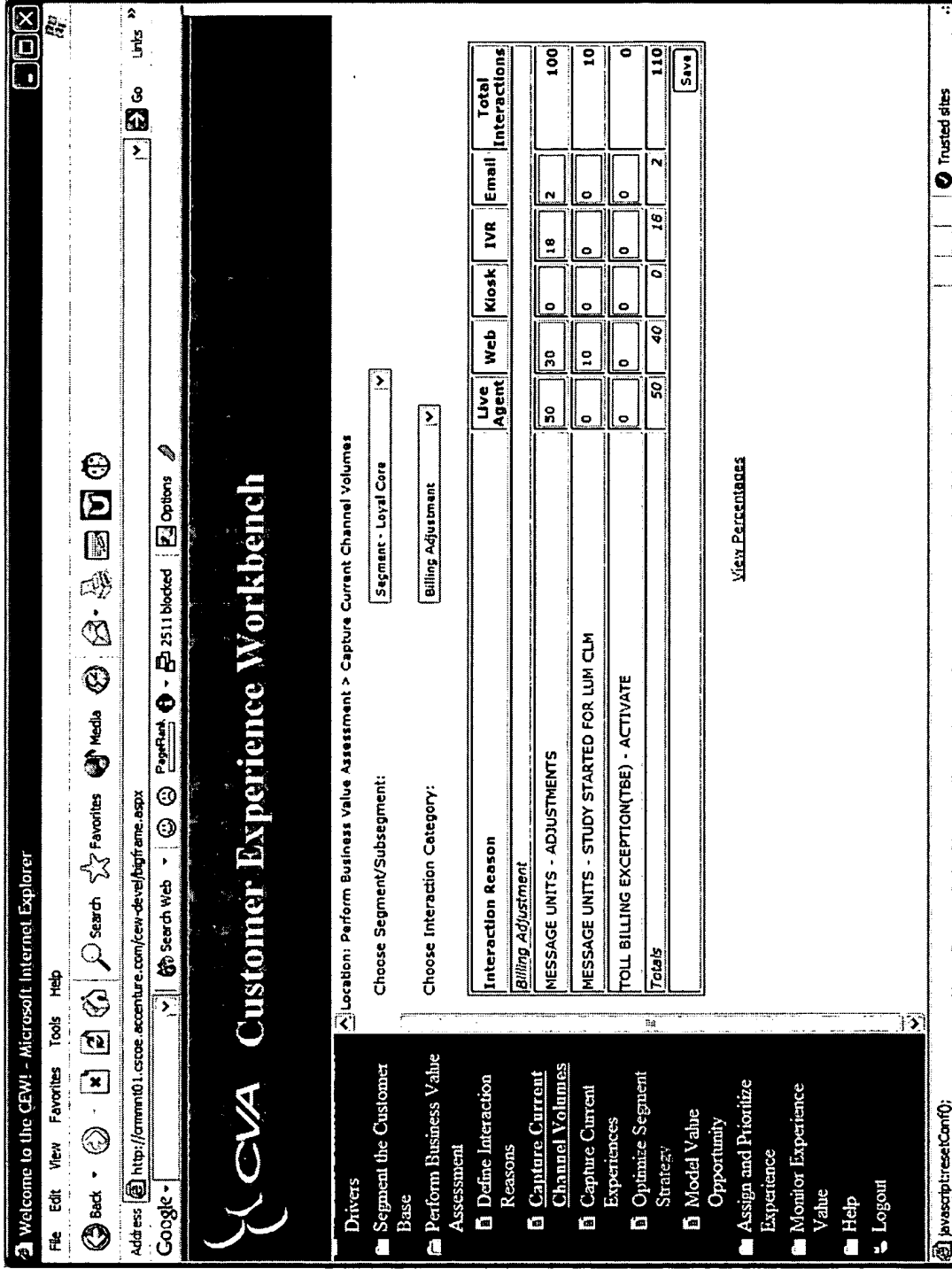


Figure 3-9

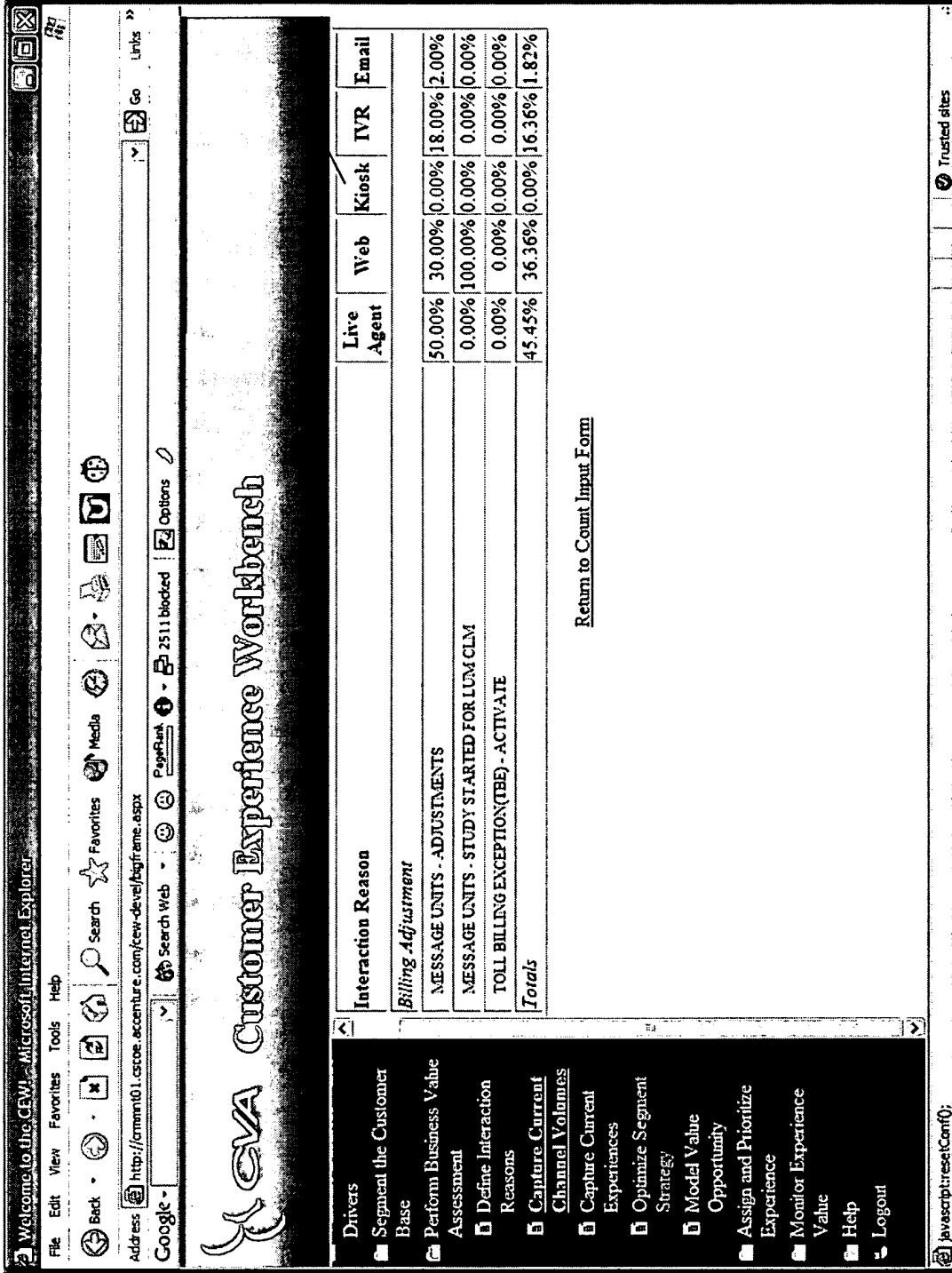


Figure 3-10





Welcome to the CVA - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://form101.ccoo.accenture.com/cvw-devel/bgrframe.aspx>

Google - Search Web - 2511 blocked Options

# CVA Customer Experience Workbench

Location: Perform Business Value Assessment > Model Value Opportunity

## EVC Input Metrics:

Session Name: Big Bang

Input Metrics - Cost	Value	Benchmarks
<b>Management &amp; Workforce</b>		
Average Fully Loaded Wage of FT Agent per Hour	20.71	5
Average Fully Loaded Salary of FT Management	55000	5
Agents to Supervisors Ratio	10	5
Supervisors to Management Ratio	2	5
Time Spent in Initial Training, weeks	3	5
Time to Proficiency, Weeks	8	5
Percent Trainees who Complete Initial Training	94	5
Cost of Initial Training	7000	5

Save Cancel

Drivers

- Segment the Customer Base
- Perform Business Value Assessment
- Define Interaction Reasons
  - Capture Current Channel Volumes
  - Capture Current Experiences
  - Optimize Segment Strategy
- Model Value Opportunity
  - Assign and Prioritize Experience
  - Monitor Experience Value
- Help
- Logout

Done Trusted sites

Figure 3-13

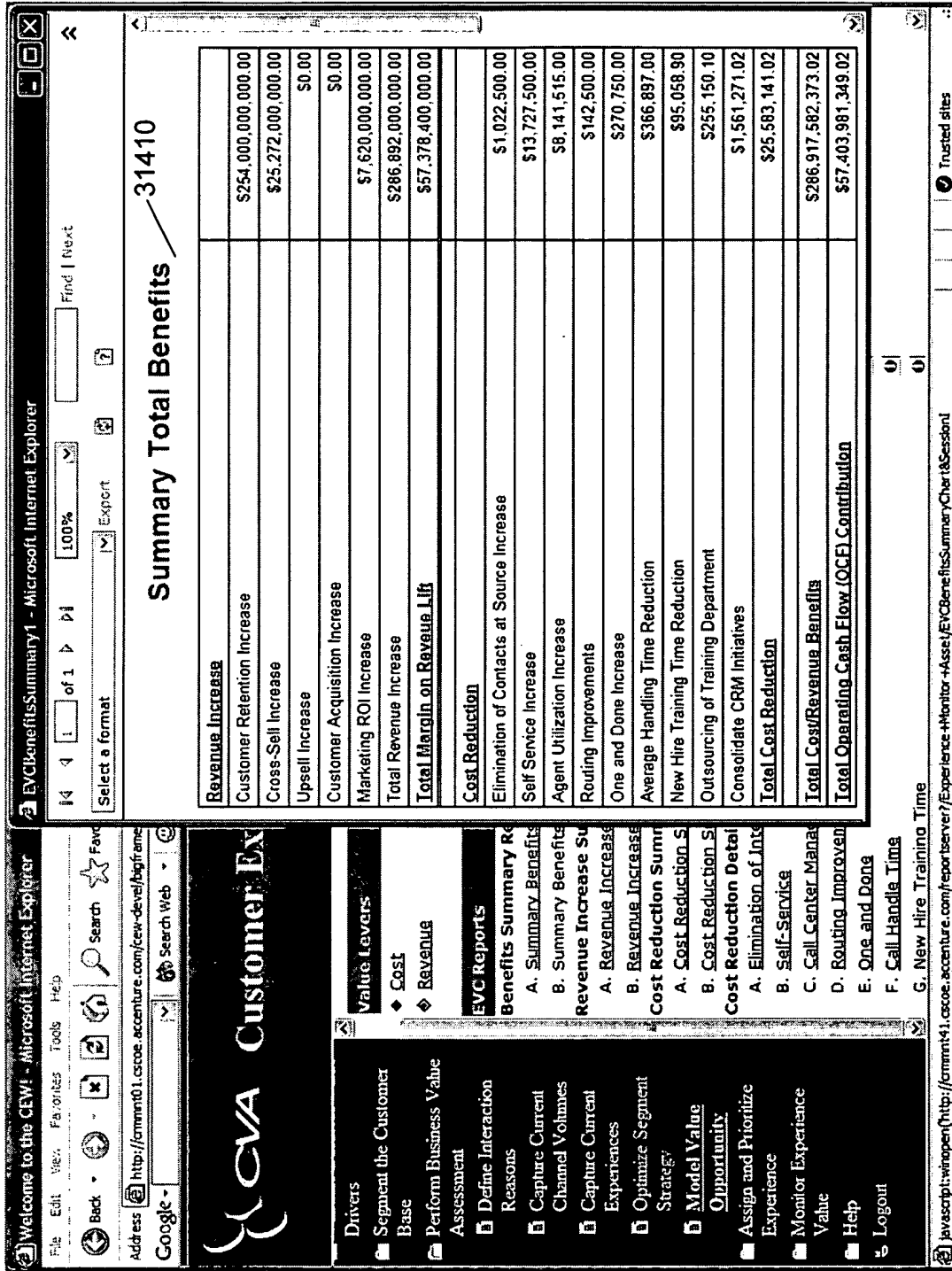


Figure 3-14







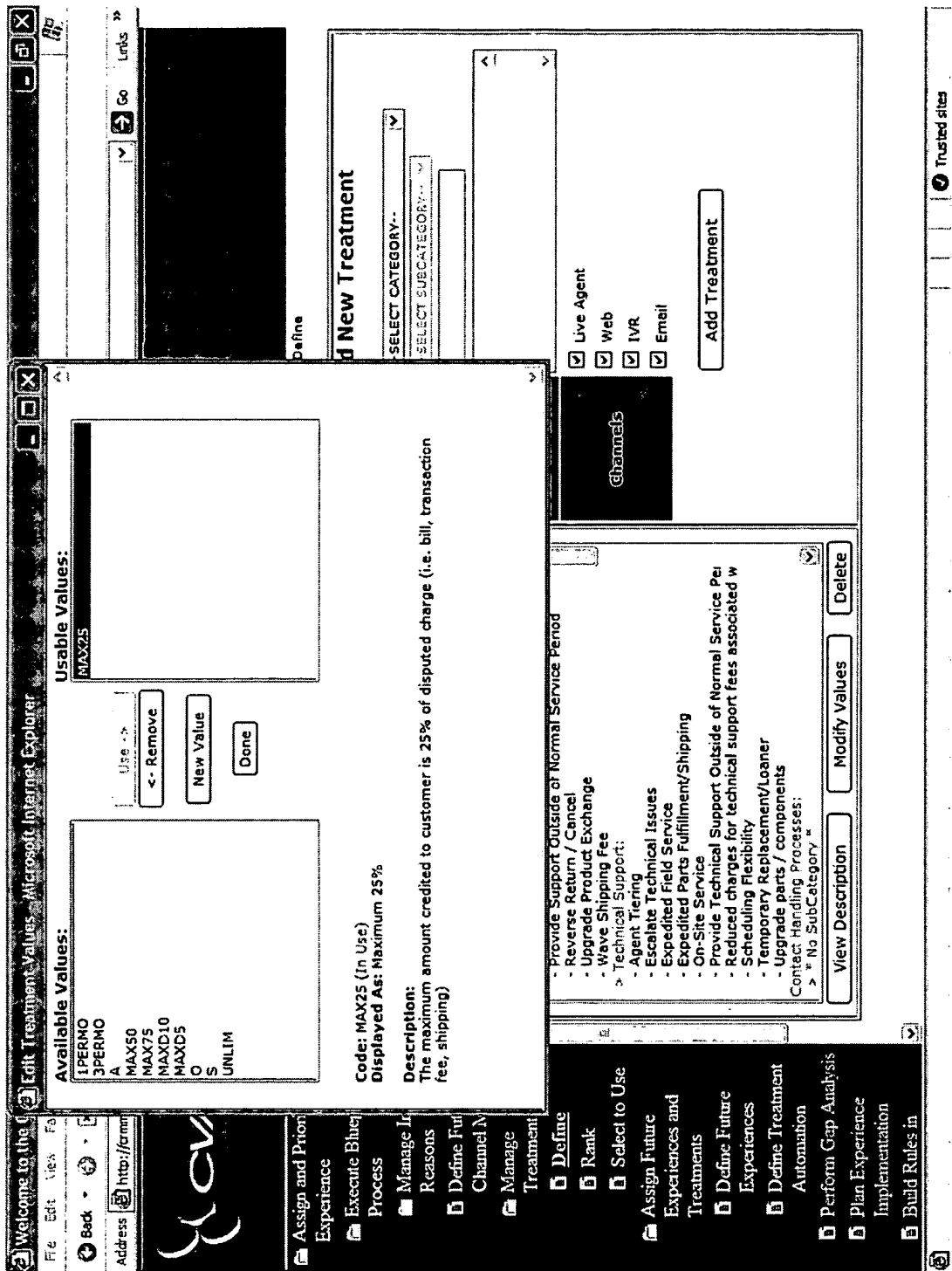


Figure 3-18

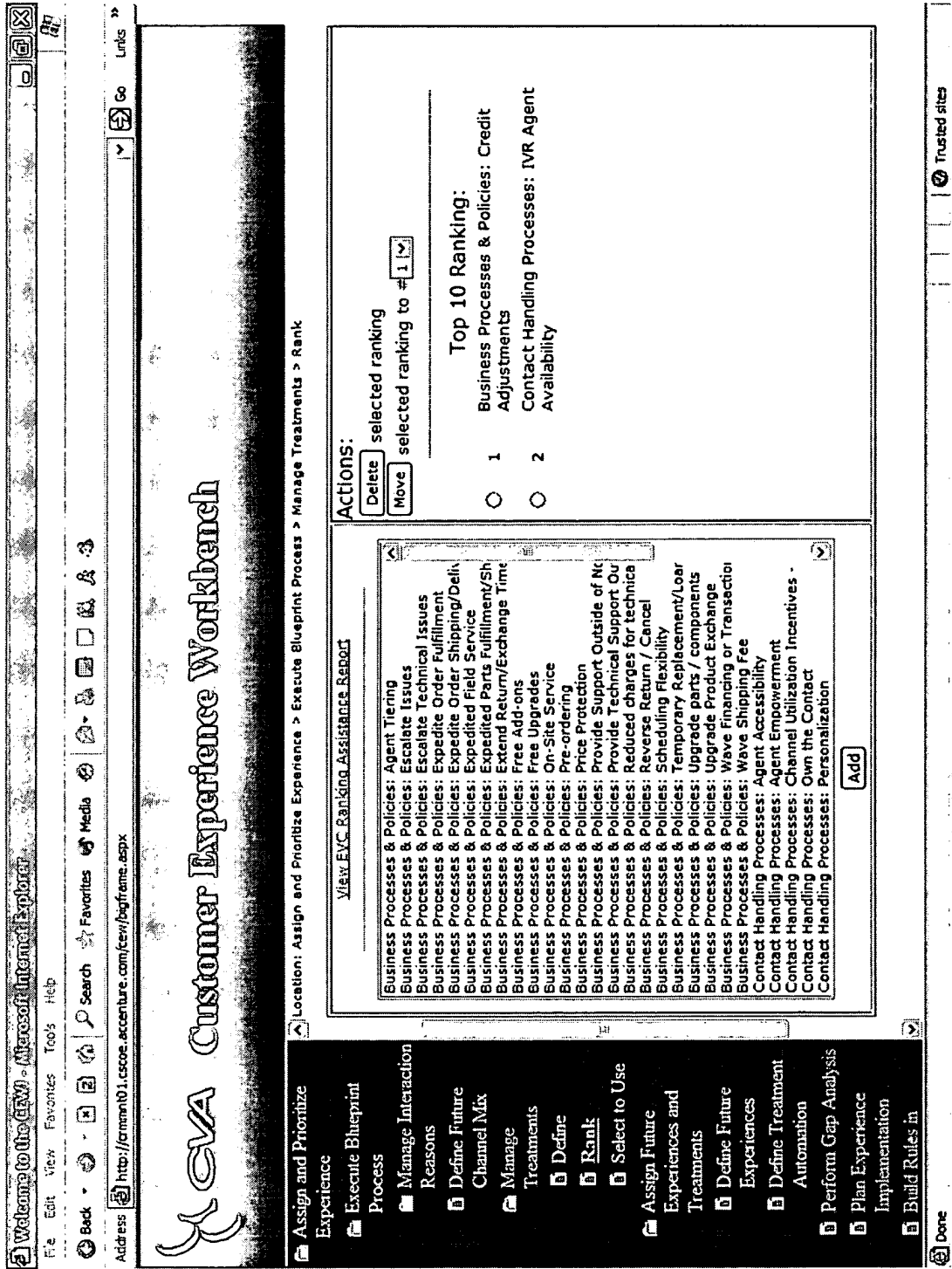


Figure 3-19





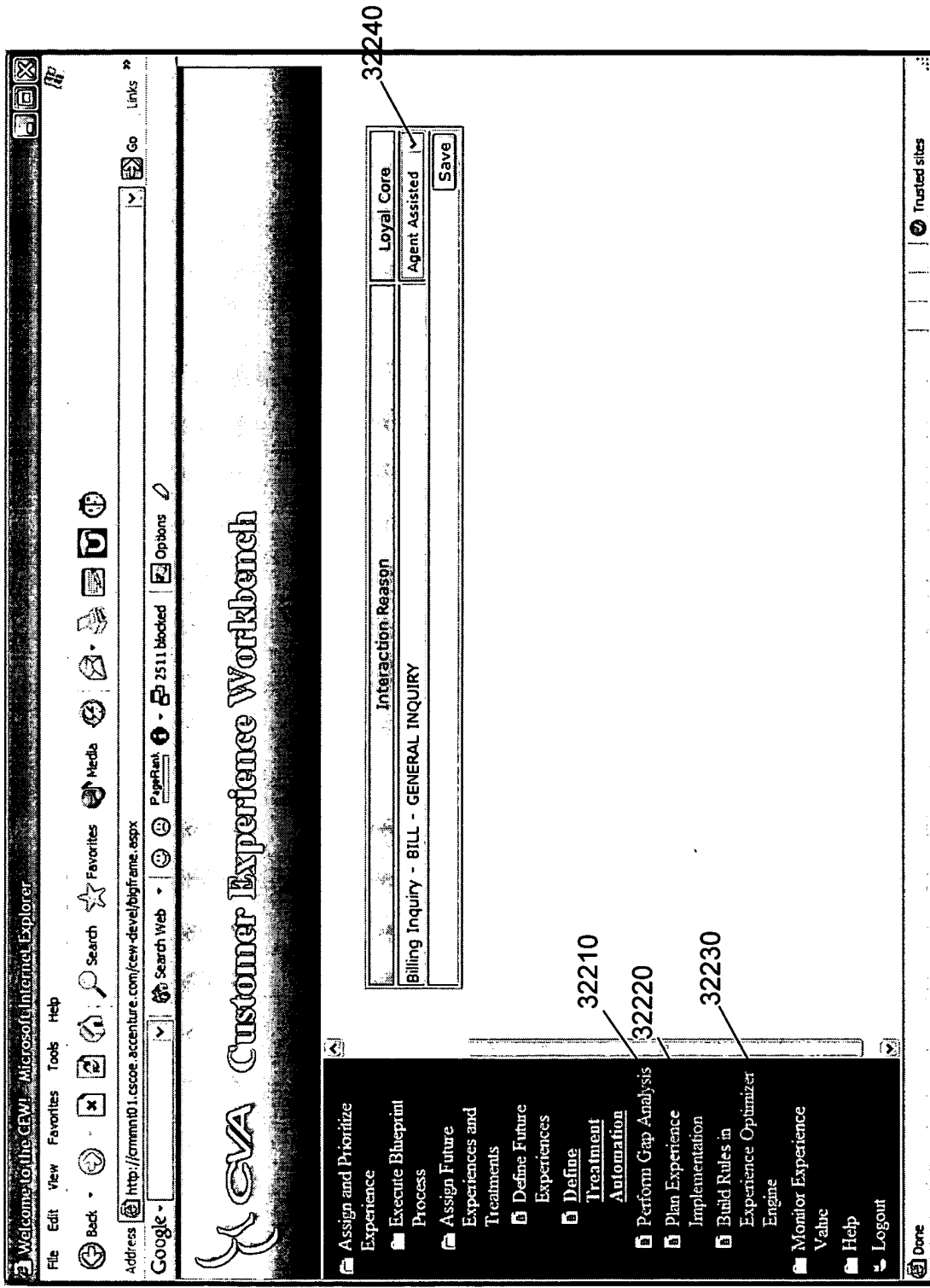


Figure 3-22

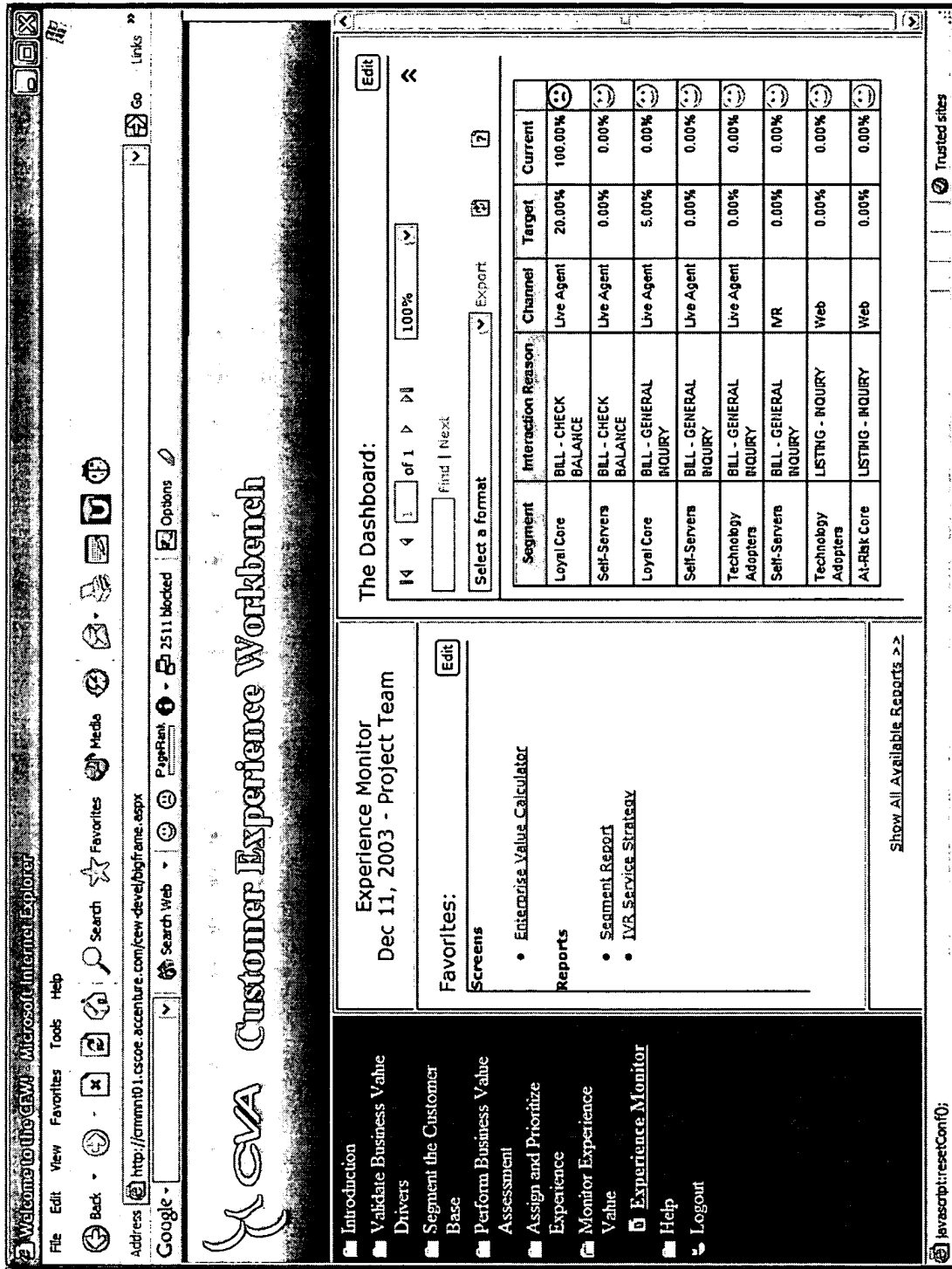
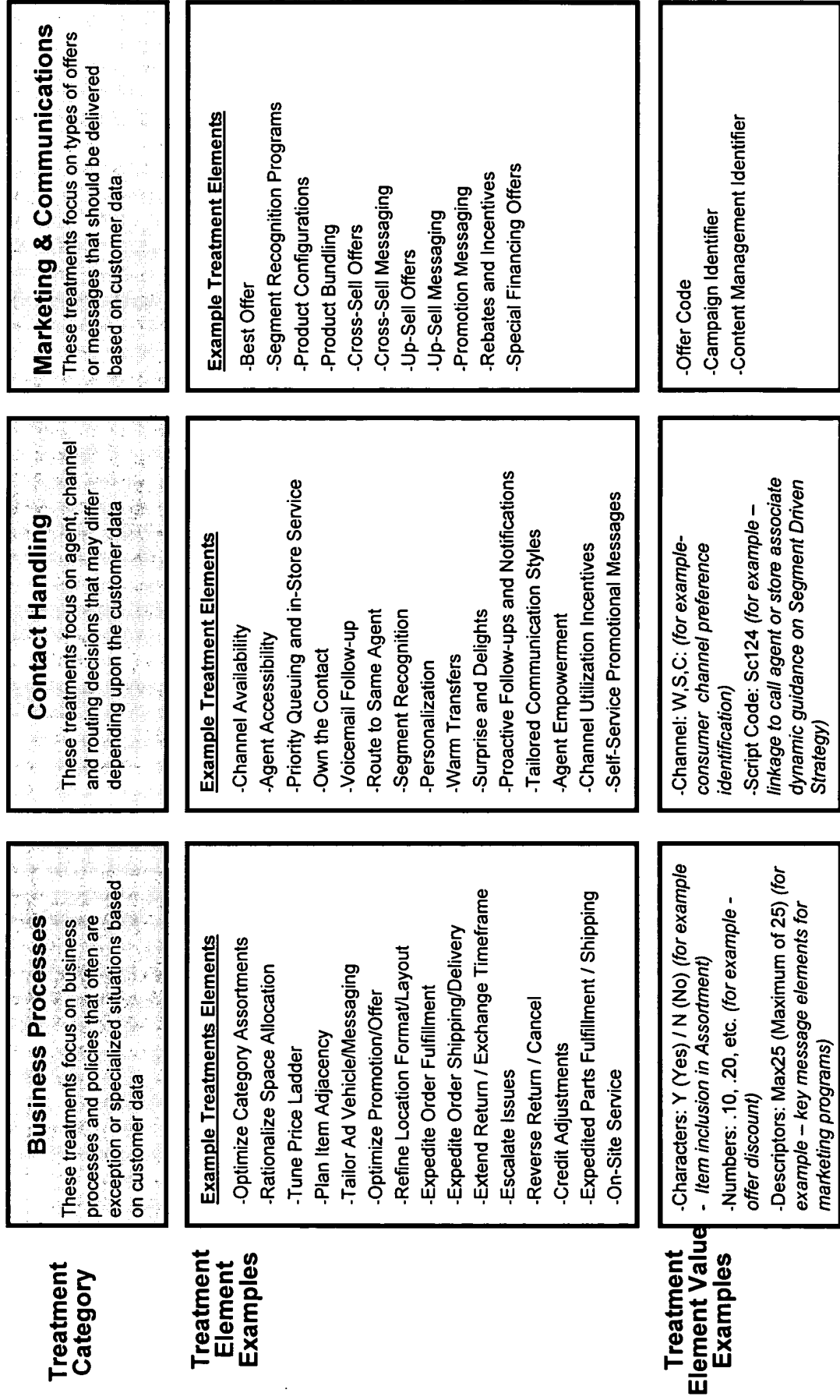
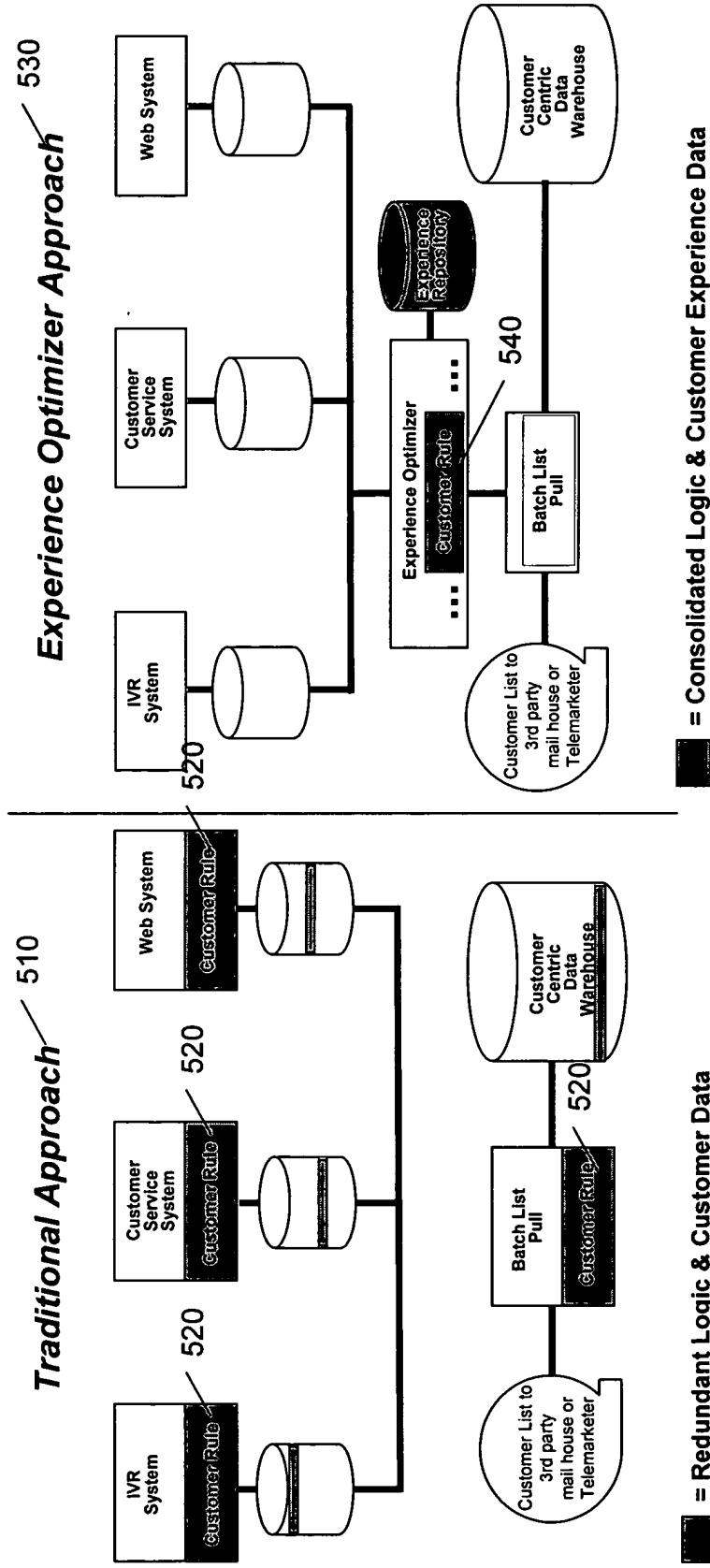


Figure 3-23



**Figure 4 Example Treatment Taxonomy**

**Example Treatment Rule:** "If a customer in the Loyal Core segment has an attrition score higher than 90, then deliver Gratitude Message and offer Platinum Service Plan at no charge



**Figure 5 EO Consolidated Architecture Approach**

### 1. Overriding Rules — 610

Rules governed by various federal laws, company policies or by credit/ risk related attributes of customers. These rules are basically applied to the whole population and global in nature. Each customer has to conform to these rules before other rules kicked off and processing starts.

#### Examples

1. All pander files (Do not call, No telemarketing, No communication from company etc. internal or external)
2. Credit Rating (bad credit history)
3. Bankruptcy (customer has filed for bankruptcy cover)
4. Fraud/ Delinquent Customers

### 2. Trigger Rules — 620

Rules triggered based on a change/ event in lifecycle of the customer. These events are not behavioral events and generally occur over a period of time. These events provide a good opportunities to convert into a product and service sale.

#### Examples

1. Change in address
2. Marriage
3. Customer Opening his/ her own business
4. Home Loan

### 3. Event Based Rules — 630

Rules kicked off after a service provider related event take place. These events are behavioral events and generally occur periodically during the relationship between a customer and an organization.

#### Examples:

1. Customer is looking for some additional products
2. Customer looks for add-on components with the existing services/ product he is enjoying
3. Customer just purchased a new service/product
4. Customer shows some kind of unhappiness with the current product/ service

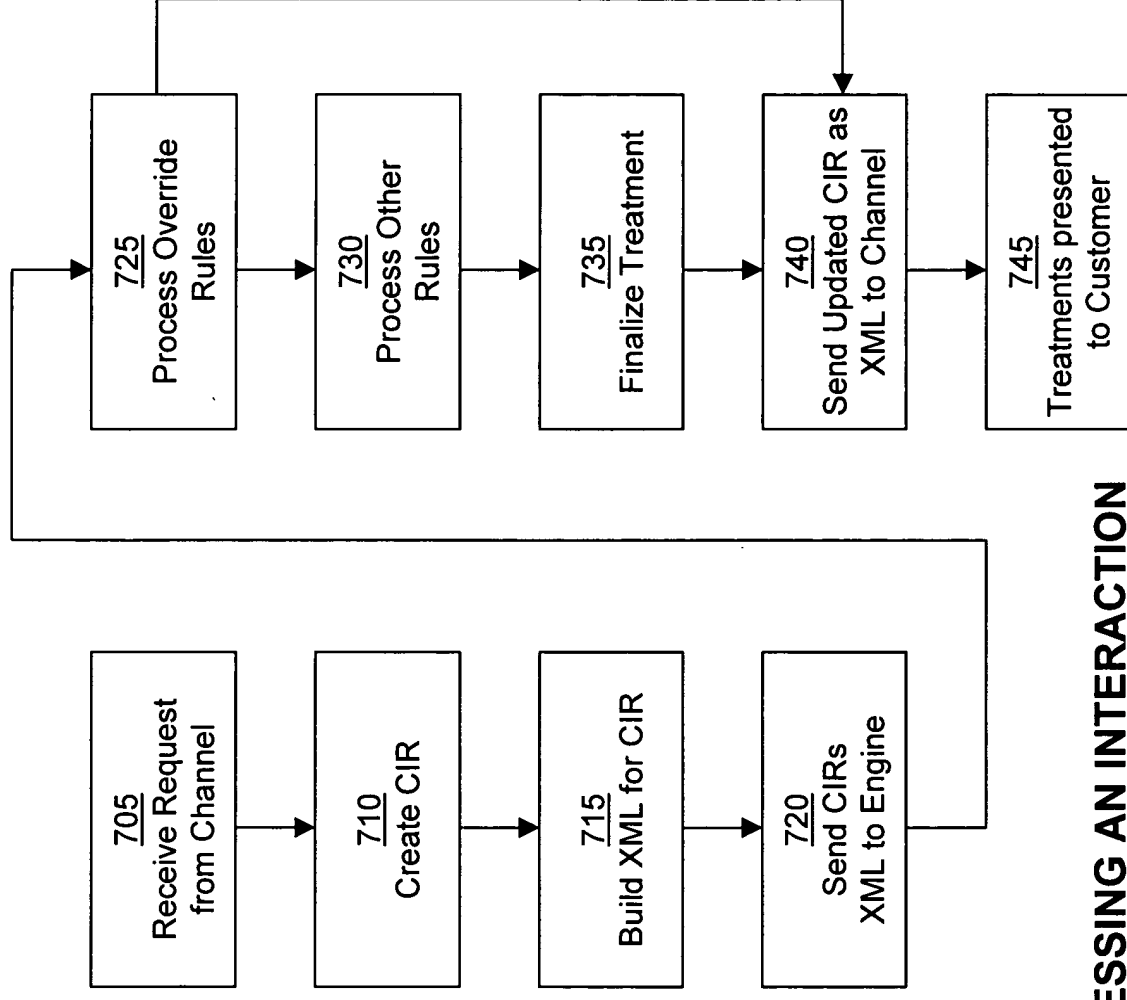
### 4. Interaction Rules (CEW Rules) — 640

Rules executed through the absence of previous processing categories. These may be behavioral cues and can be observed during the customer's relationship with the organization. These cues are usually mature in nature and can be determined through analytics, intelligence, or predetermined company rules

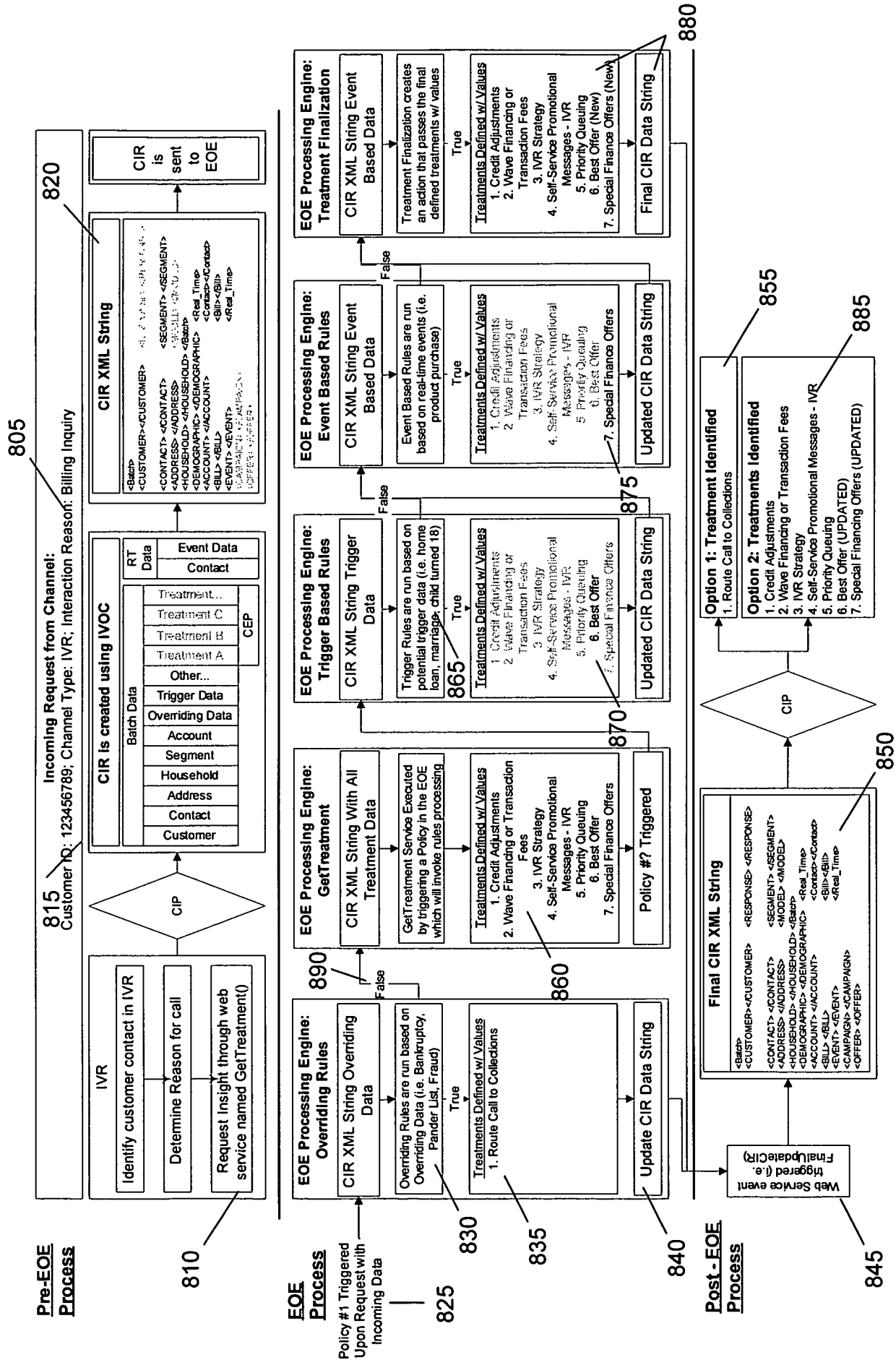
#### Examples:

1. Behavioral change in usage pattern
2. Natural upward product/ service migration
3. People of same profile migrating to new or add-on
4. CEW stated treatment data

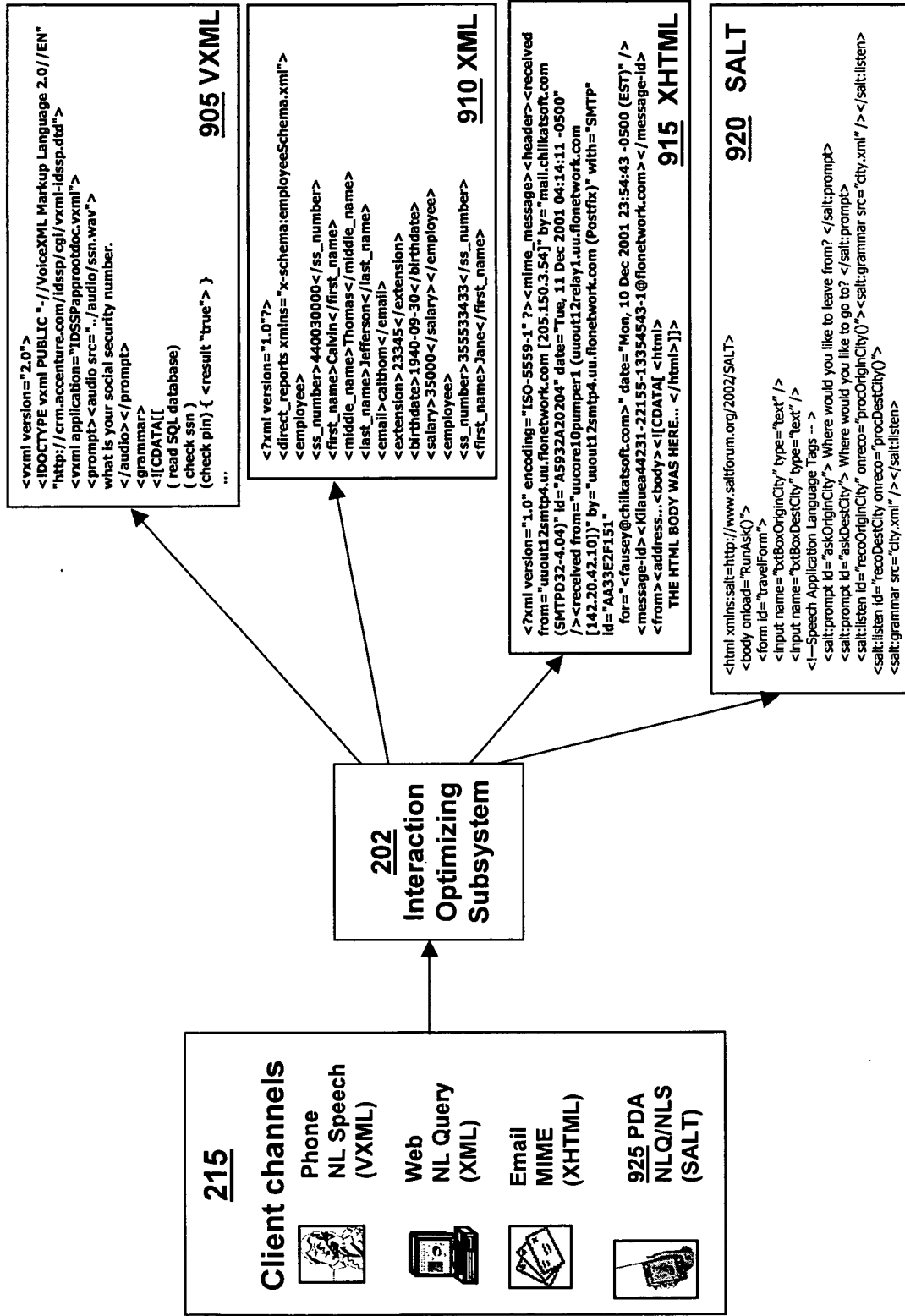
**Figure 6 Rules Processing and Categorization**



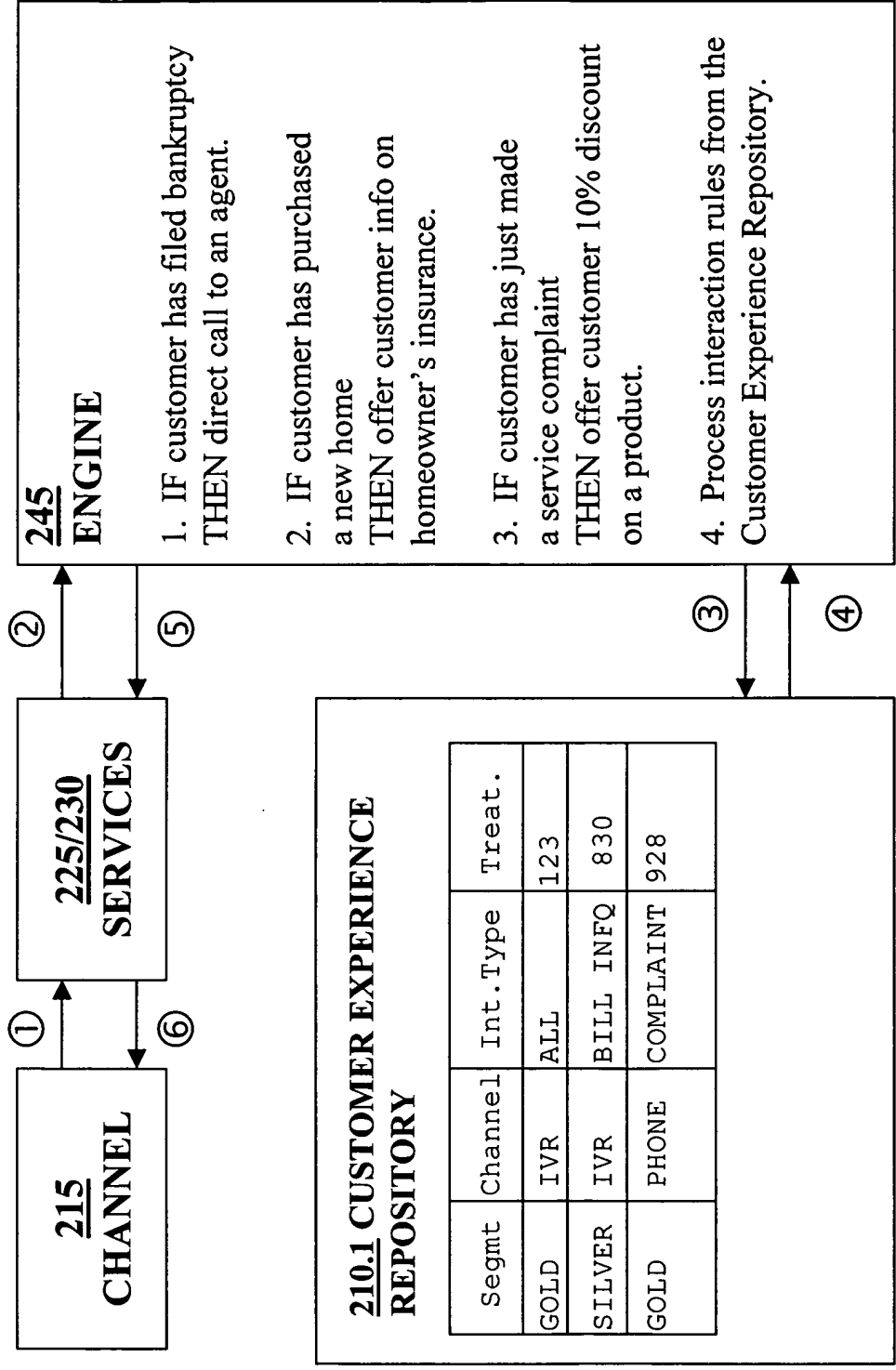
**Figure 7 PROCESSING AN INTERACTION**



## Figure 8 Engine Execution Process



**Figure 9 Example Channel-Specific Code Generation**



**Figure 10**